

USE SILICONE, NOT ACRYLIC CAULK TO COMBAT HIGH ENERGY COSTS THIS WINTER

Confusion in the Caulk Aisle Leads to Lost Savings and a "Chill" in the Air

Huntersville, NC (October 6, 2008) — Sealing leaks with caulk and insulation to realize ENERGY STAR's estimated 10 percent savings on annual energy bills makes its way to many homeowners' winterization "to-do" lists. But for many, maximizing the savings is thwarted when they hit the caulk aisle and become overwhelmed with the vast array of product choices. For consumers serious about saving energy dollars, the choice should be to seal with silicone—permanently airtight and waterproof caulk—and not acrylic.

"Selecting the right caulk for the job is as important as the act of caulking. The fact is many consumers are choosing incorrectly," says Don Zeman, a former contractor and host of the nationally-syndicated radio show, *Homefront with Don Zeman* and TV's *News from the Homefront*. "All caulks are not equal. Silicones, not acrylics—or even siliconized acrylics—are the only types of caulk that have the properties needed for a long-lasting home sealing project."

Key differences between silicones and acrylics that make silicones the better choice for home sealing include the following:

Why Silicone?

- Permanently waterproof, airtight & flexible, unlike acrylic
- Provides a long-lasting seal
- Won't shrink, crack or crumble over time, like acrylic
- Won't freeze in the cold or bake in the heat, like acrylic

Why NOT Acrylic or Siliconized Acrylic?

- Water-based, so it dries out as the water escapes – some can shrink up to 25%
- Shrinkage can leave gaps and cracks for air and water to seep through
- Can crumble over time
- Can crack when exposed to extreme cold or heat





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Silicone products to look for include **GE Silicone II* Window & Door** and, for all the benefits of a silicone, but the paintability of acrylic, **GE Silicone II XST Paintable Formula**. On average, the gaps and cracks in a typical home can be sealed with about four tubes of caulk, along with insulation.

“When it comes to home sealing, it seems that consumers are still unsure about how to caulk, and which caulk to choose, leaving leaks wide-open for energy dollars to escape,” comments Anita Mooy, Director of Marketing, Momentive Performance Materials, an exclusive licensee of General Electric sealants and adhesives. “We want to help consumers avoid the most common mistakes so they can realize the full benefit of sealing in savings with silicone caulk.”

To eliminate confusion and enlighten homeowners eager to seal their homes, Momentive has created ***“Seal in Savings with Silicone. A Caulk Primer: Best Practices to Follow for Proper Home Sealing.”*** The primer provides the media and consumers with helpful tips and information while debunking many of the common caulking mistakes involved with home sealing.

To view a copy of the primer and to get more information on silicone caulks and home sealing, visit www.stopheshivers.com or email mgray@graycreate.com.

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About the Company

Momentive Performance Materials Inc. is a premier specialty materials company, providing high-technology materials solutions to the silicones, quartz and ceramics markets. The company, as a global leader with worldwide operations, has a robust product portfolio, an enduring tradition of service excellence, and industry-leading research and development capabilities. Momentive Performance Materials Inc. is controlled by an affiliate of Apollo Management, L.P. Additional information is available at www.momentive.com.



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